

COASTAL PLAINS REGIONAL COMMISSION—A Partnership for Progress serving the people of the Coastal Plains through innovative approaches to Regional economic development

FISCAL YEAR 1977 REGIONAL PROJECT HIGHLIGHTS

Aeromagnetic and aeroradioactivity surveys of the Region revealed large concentrations of valuable heavy minerals... estimated commercial value—\$600 million

Investment of foreign capital was stimulated by the Commission's "Visibility and Promotion" project

Agricultural exports were increased through participation in foreign trade shows and export seminars ... sales at ANUGA show, Cologne, Germany—\$10 million

Seafood marketing assistance efforts extended the market for the Region's abundance of seafood products to the midwest... estimated sales—\$10 million

Groundwater management capabilities of the member States were enhanced by joint participation in Regional Water Resources Forums

Travel industry development programs reached out to midwestern and Canadian tourist markets...estimated direct tourist expenditures—\$18 million

To The Congress of the United States

The year 1977 was a landmark for me personally as well as a period of great progress for the Coastal Plains Regional Commission.

It was my privilege to be appointed Federal Cochairman of the Commission by President Carter in July to serve as the Administration's representative in the Federal-State partnership.

The Commission reached a landmark of its own during this past year as well. It was just ten years ago that the Coastal Plains Regional Commission first began its efforts to bring about accelerated economic development in the then three-State partnership with the Federal Government. Since that time, the Commission has grown into a five-State entity and has succeeded in bringing about substantial changes in the thrust and direction of economic development activities in this vast Region of our Nation.

Though some of the goals are still unmet, the Commission through the concept of Regionalism is recognized as a positive force in bringing a new prosperity to the cities and counties in the Coastal Plains.

The types of projects undertaken by the Commission in Fiscal Year 1977, and described in this report, are outstanding examples of Regional action planning and development. They serve as proof that States working in concert with the Federal Government can achieve significant improvements in the

economic status and quality of life for the millions of people who reside in the Region.

Pursuant to Section 510 of the Public Works and Economic Development Act of 1965, as amended, it is with great pleasure that I join in submitting to you the Annual Report of the Coastal Plains Regional Commission for Fiscal Year 1977. Respectfully submitted,

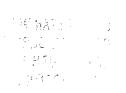
Claud Anderson Federal Cochairman It has been my pleasure to serve as State Cochairman of the Coastal Plains Regional Commission during the tenth year of its existence. The economic development progress evident in the Coastal Plains of our five states is due in some measure to the success of this unique State-Federal partnership in its first decade.

We have made significant strides in our region, but we still have much progress left to make. Through the planning and investment programs made possible by our involvement in the Coastal Plains Regional Commission, we hope to be able to continue the kind of progress we have begun.

Fiscal 1977 was a good year for our commission, marked by sound and innovative investments throughout the Coastal Plains. It is with pride that I join my fellow members in presenting to you this annual report.

Sincerely,

James B. Hunt, Jr.Governor of North Carolina State Cochairman



COASTAL ZONE INFORMATION CENTER



Dr. Claud Anderson Federal Co-chairman

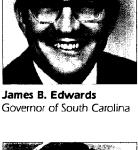


James B. Hunt, Jr. Governor of North Carolina State Co-chairman





George D. Busbee Governor of Georgia





Reubin O'D. Askew Governor of Florida



Mills E. Godwin, Jr. Governor of Virginia

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Ten years ago, a momentous step was taken when three southern Governors joined with a Presidential appointee to officially establish the Coastal Plains Regional Commission (CPRC). Acting under authority vested in them by the Public Works and Economic Development Act of 1965, these men opened a new era for one of the Nation's richest yet still underdeveloped regions, the 159 easternmost counties in the States of North Carolina, South Carolina, and Georgia, called the Coastal Plains.

The formation of this regional action planning agency began a bold experiment in intergovernmental relations never before attempted. This Federal-State partnership was chartered to set a new course for economic development efforts in a lagging area of our Nation.

Concerned with increasing both the productivity and incomes of the Region's workers through the economic development process, the Commission adopted policies designed to influence decisions and programs in the public and private sectors which could lead to the most desirable economic payoff for the Region's five million citizens.

A sign which amply demonstrated growing confidence in the Regional program was the occurrence of a singularly historic event in Fiscal Year 1975. For the first time in its history, the Coastal Plains Regional Commission expanded its boundaries by admitting two new States, Virginia and Florida. On March 19, 1975, the CPRC became

a five-State regional action planning agency with the addition of 42 counties and 16 independent cities in eastern Virginia and 39 northern Florida counties.

Very soon after, the States of Georgia and South Carolina expanded their own regional boundaries to include 38 and 12 new counties respectively. With these two expansions, over 12 million people are now served by the Regional Commission program.

In the relatively brief span of time since its inception, the Commission has invested its resources in a planned and coordinated attack on the forces which have caused the Region to lag the Nation in economic activity.

This annual report describes the Commission's activities during the period October 1, 1976, to September 30, 1977 (FY 1977). It is also a report to the Congress and to the people of progress made toward achieving the goals and objectives for the Region.

As the following pages of this report will demonstrate, the CPRC, the States and the Federal Government have worked diligently in a concerted effort to develop and enhance the Region's potential economic growth in order to bring about economic parity with the rest of the Nation.

Commission Organization Structure

The Commission membership is composed of a Federal Cochairman and the five Governors of the

participating States. The Federal Cochairman is appointed by the President and confirmed by the Senate. His principal responsibility is providing liaison between the Commission and the departments and agencies of the Federal Government and for ensuring the necessary coordination of their programs. The Federal Cochairman and his staff are headquartered in Washington, D.C.

The Governors elect one of their members to serve as State Cochairman each calendar year on a rotating basis. Each Governor appoints an Alternate who serves as his representative in his absence.

This unique concept of structuring State government as equal partners with the Federal Government gives the States, working through the Governors, a very meaningful role in planning for total regional development. The resulting Federal-State partnership builds upon the strong points of each level so that acting with and through the forces of private institutions and business enterprises, a successful attack can be mounted on regional problems that hinder economic growth.

In addition, each State maintains a Coastal Plains office staffed by a State Coordinator with responsibility for project development, implementation and coordination between other agencies and organizations engaged in regional, State, or district planning and development.

The Commission is served by a non-Federal professional staff headed by an Executive Director, located in Charleston, South Carolina. Program specialists provide support to the States and the Federal Cochairman's office in the implementation of the five major program areas—Industrial Development, Marine Resources, Agriculture and Forestry, Environmental Affairs, and Travel Industry Development.

Members of the CPRC meet officially three times each year to consider matters pertaining to plans Commission Alternates meet regularly to review matters of concern to CPRC members.



Advisory Committees play an important role in policy and project formulation.



and program development, legislative and budgetary recommendations, or actions affecting policy.

Advisory Committees

To ensure full participation by both the public and private sectors, the Commission utilizes Advisory Committees with members drawn from business, institutions, State agencies, public interest groups, Federal departments, and including private citizens as well. These committees, representing each of the five programs, meet frequently throughout the year to review and

analyze the problems of the Region, seek regional solutions to these problems, and to make recommendations to the Commission for action.

Commission Goals for the Region

The Commission has set for itself in the years ahead four major goals. These goals are broad statements which emphasize the major considerations in the minds of Coastal Plains decisionmakers. They are:

- 1. To give the people of the Coastal Plains Region greater opportunities to find employment at the highest level of their capabilities.
- **2.** To help individuals bring their skills to higher levels of competence.
- **3.** To provide increased opportunities for individuals to earn higher incomes.
- **4.** To help communities provide those services that enhance their economic potential.

Emphasizing overall economic development, these goals underline the importance of four major areas

of concern to the Commission. These are: (1) jobs; (2) skills; (3) incomes; and (4) community services. The Commission also expects to achieve its goals within a framework of balanced development, environmental protection and enhancement, and maximum reliance on private investment and free enterprise. "Balanced development" means that to the greatest extent possible, the Region's residents should have opportunities for jobs, skill training, higher incomes, and good community services without being forced to leave where they now live.

Achievement of these goals is being pursued through the regional economic development process. Implementation of this process is taking place through the previously mentioned major programs, each concerned with placing public investment in areas which will yield the greatest gain in employment and income. Let us turn to these programs and review the activities and accomplishments during Fiscal Year 1977.

Excess Property Program

The Federal Excess Property Program launched in March 1975, and administered by the Office of the Federal Cochairman, was successfully concluded during FY '77. Under this program, the Commission was authorized to make available, excess Government property to eligible recipients within the Coastal Plains Region. Termination of the program, however, was mandated by the Congress and, therefore, it became necessary to bring these efforts to a close.

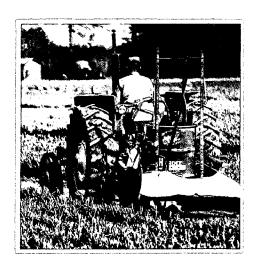
During the life of the program, excess property with an acquisition cost of \$39,388,617 was transferred to 428 recipients in the five Coastal Plains States. In FY '77, alone, property with an acquisition cost of \$21,262,420 was transferred to eligible recipients.

The bulk of CPRC's Federal ex-

cess property went to educational institutions above the high school level. Most of these were vocational schools and community colleges. Much of this property went to schools to train students for specific jobs. In many cases, new courses were started or continued as a direct result of the property furnished by Coastal Plains Regional Commission through the excess property program. With ever-increasing demands on tax dollars, courses and job training were provided where no tax dollars were available. These schools and the communities, in which they were located, were well served by CPRC's excess property program.

Cities and counties received excess property which was used to perform many types of governmental services for these political subdivisions. In most cases, the cities and counties did not and would not have had tax funds, available to purchase the items they received from the excess property program. Thus, for the most part, CPRC's excess property program increased governmental services to the citizens of the cities and counties participating in this program.

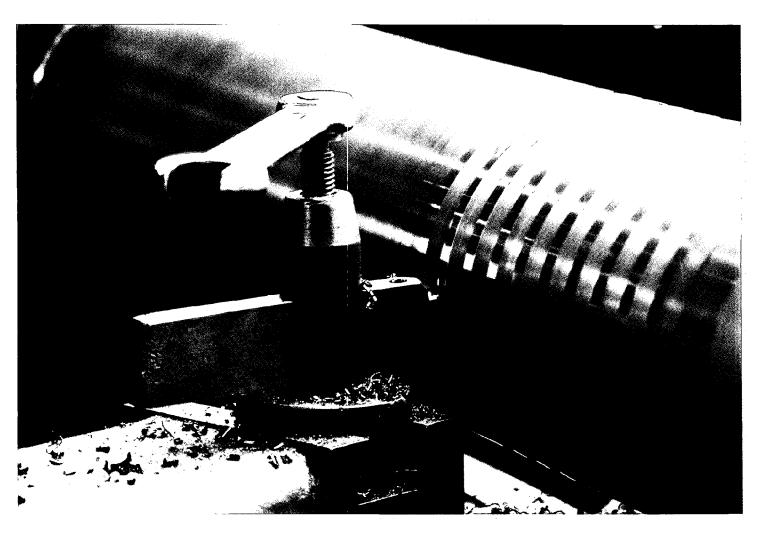
Various State agencies received excess property through Coastal Plains Regional Commission's program which enabled these agencies to increase governmental services in their States. To a lesser extent, health service entities, water management districts, multicounty planning agencies, development and transportation authorities, as well as Indian groups and predominantly Black Colleges, received excess property in support of their programs which they would otherwise not have had.

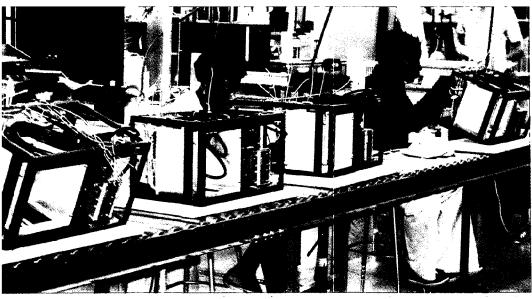












The Industrial Development program is the heart of the Commission's strategy for development of the Region's economic resources. Well-planned and thoughtfully carried out programs to attract private investment are resulting in the kinds of job-producing activities that can contribute immeasurably toward improving the incomes and quality of life for the Region's citizens.

The I.D. program's approach to these goals is two-fold. First, it seeks to make conditions in the Region favorable for the location and expansion of new, high/wage, high/growth industries. These efforts include improving availability of prime industrial sites through the financing of construction or expansion of industrial parks; disseminating information concerning technological advancements; improving community leadership, entrepreneurship and environmental quality; and by making large investments in vocational and technical education programs for the enhancement and upgrading of the skills of the region's labor force.

In this regard, the Commission made funds available during Fiscal Year 1977, as it has in the past, for industrial park construction and expansion as well as for vocational and technical school projects throughout the Region. (The list of projects funded are found on pages 20-24 of this report.)

Another program initiated during F.Y. 1977 deals with the transfer of "Intermediate Technology" from highly sophisticated industries to smaller, existing industries which could take advantage of new and improved processes, equipment, materials, and methods. Conclusions regarding the techniques of this technology transfer process are expected to be available early in 1978. The immediate results are expected to be in the fabricated metal products and furniture manufacturing industries. The operational methodology of developing stratified industry data could be applied to any industry category with minor adjustments.



The second approach to achievement of the program's objectives is the Commission's "Visibility and Promotion Project" designed to 1) attract foreign capital investment in manufacturing and distribution facilities; 2) increase exports of regional products and commodities; and 3) foster an awareness and interest in foreign nations of the United States Coastal South.

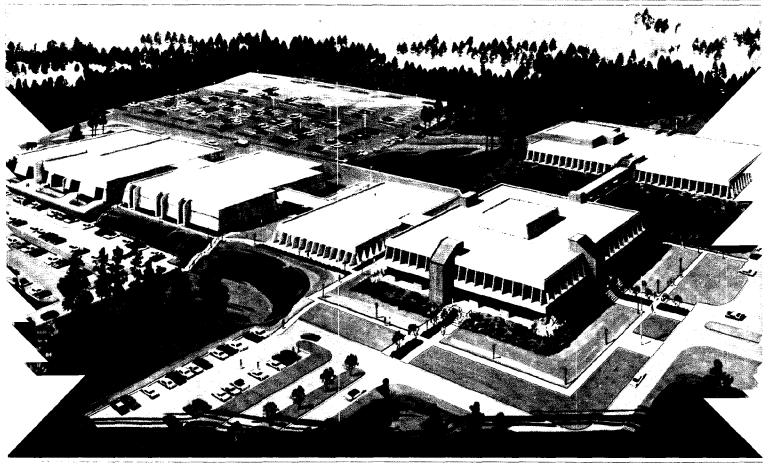
This project was initiated after considerable study was made to determine the best vehicles for achieving the program's objectives. Investment seminars, sophisticated European trade fairs, and selected promotional tools were chosen. To fully develop this concept and begin a program of implementation, a project officer was added to the Coastal Plains Regional Commission staff in February 1977.

During the year, considerable activity took place to organize and prepare for major efforts to begin in Fiscal Year 1978. A nine-screen, eighteen projector audio-visual program was created to inform the foreign investor in French, German,

and English of the exciting changes which, when added to traditional strengths, make the Coastal Plains Region an ideal site for business expansion. Informational flyers and a 32-page brochure, each in the three languages, were produced to supplement the message of the audio-visual presentation and for use in special promotional campaigns.

These materials developed to promote the Region were first used at the ANUGA Trade Fair in Cologne, Germany, in September 1977. Among those activities planned for this program in the months to come are a two-fold investment mission to London and the Midlands of England; participation at the Salon International Composants Electoniques in 1978, an important electronic components fair held in Paris, France; at INTER-INDEX, an industrial development fair in Basel, Switzerland; at SECURITY, a security equipment fair in Essen, Germany; and at OR-GATECHNIK, an office equipment and business machine show in Cologne, Germany.

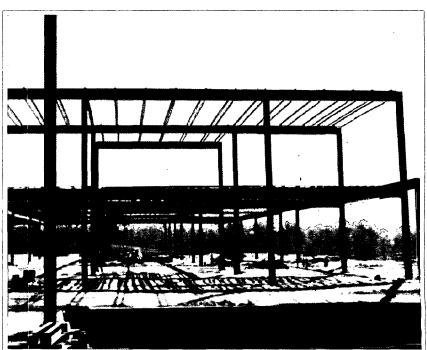
This exciting program is certain to have a significant impact on industrial development in the Coastal Plains. The Commission investments in this effort will soon begin to pay great dividends which will be enjoyed by the Region's labor force.





Multi-lingual information literature is being produced by the "Visibility and Promotion" project seeking increased foreign investment.

Expansion of Aiken Technical College in South Carolina is one of the projects supported by the CPRC in FY 1977.



During FY 1977, the Marine Resources program continued its emphasis on two established priority areas, expansion of the Region's seafood industry and mineral resource development.

To bolster commercial fishing activities in the CPR, the Commission continued implementation of recommendations promulgated in 1976 by an ad hoc Seafood Advisory Committee. Investments were recommended in seafood industrial parks, marketing programs, and in projects to assist processors with dealing with the maze of Federal regulations, to provide education and training for fisherman, and to improve the availability of capital to the industry.

Through the construction of seafood industrial parks, a concept being pioneered by the CPRC, the entire industry is being modernized, thus providing a number of cost benefits to producers, processors, dealers and buyers. During FY 1977, construction began at Wanchese Harbor, North Carolina on the first of a series of parks to be constructed in the Region. Meanwhile, work continues in the other Commission member States on the selection of sites and preliminary engineering and design necessary before construction can begin. The CPRC is gaining national recognition in this important area and plans are being formulated for an International Conference on Seafood Industrial Parks to be held in the Region during 1979.

A successful program to promote the Region's seafood production in the midwest was completed during the year. This effort was a cooperative venture between the Commission, the National Marine Fisheries Service and the Gulf and South Atlantic Fisheries Development Foundation. Approximately, eighteen midwestern cities were targeted for the promotion of underutilized species caught in the Region's waters including mullet, croaker and spanish mackeral. The cities were visited by marketing specialists and home economists representing State and Federal marketing programs where they participated in television shows aimed at the housewife. In addition these specialists staged demonstrations for both retail customers and wholesale buyers of seafood products of the various methods of preparing these species in the home. This project will be continued for a second year based on first-year successes. The project amply demonstrates the results that can be obtained by Regional Commissions working closely with Federal and State agencies.

During 1977, exciting developments took place in the Commission's mineral resources program. Aero-magnetic and radioactivity surveys jointly undertaken with the U.S. Geological Survey were completed which revealed potentially large quantities of heavy metals located in at least two of the Com-

mission member States. In addition, there appear to be large deposits of other valuable minerals within the Region that could have great economic significance. The data obtained in the surveys are now undergoing intensive analysis and review by the U.S.G.S. The valuable economic and scientific information resulting from this effort will more than likely repay the cost of these projects many times over.

The Coastal Plains Center for Marine Development Services located in Wilmington, North Carolina was created by the Commission to promote the exchange of scientific and economic information between the States. During 1977, the Center participated in several projects designed to disseminate new technology and skills among the States. Its Annual Conference on Marine Resources in December 1977 highlighted the research and development year in the Coastal Plains Region.

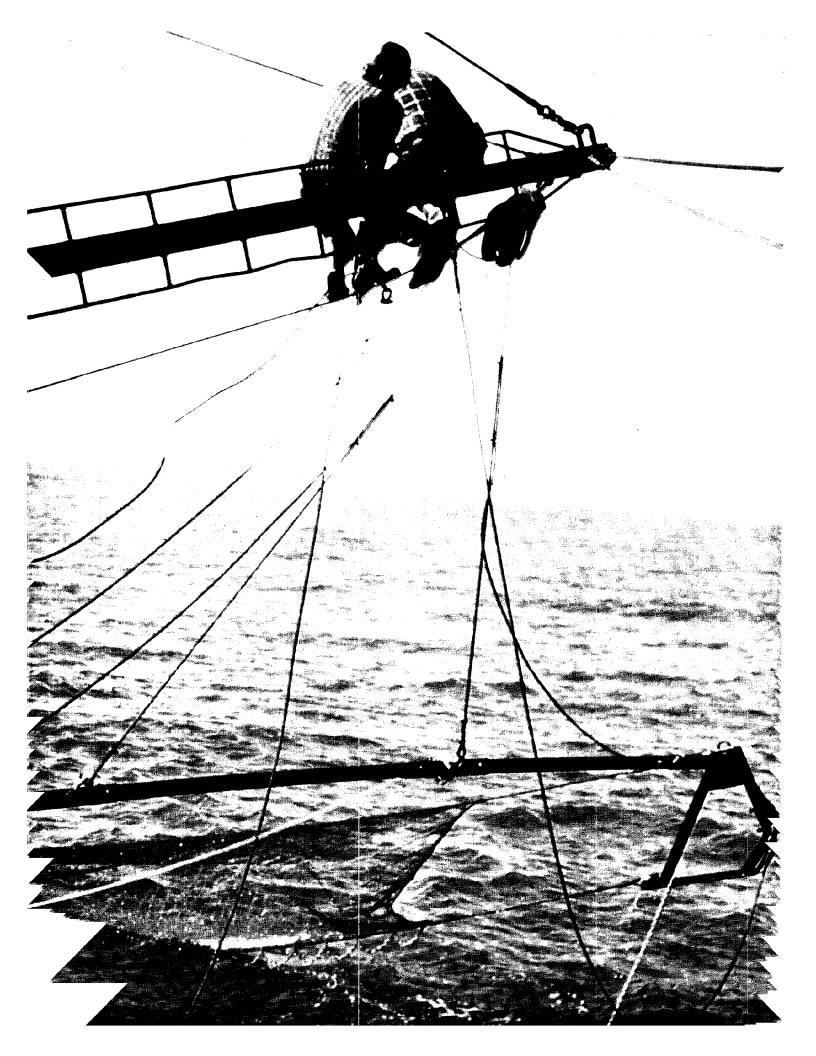
An Ad Hoc Committee on Venture Capital was appointed and has been meeting regularly to examine the capital flow mechanisms within the Region. They expect to make recommendations to the Commission in early 1978. Meetings and discussions with interested parties have examined Federal and private programs designed to provide start-up or expansion capital. These recommendations are expected to center around a regional development bank and an information system on investors and businesses which are seeking capital. The major aim of any actions in this area will be to stimulate new jobs and provide capital to new businesses.

An intensive review and assessment of the Marine Resources Program by citizen experts, examining specific areas of the marine related economy and advising the Commission on the future direction of the program is a major factor in this program. This is in keeping with the Regional Commission charge to bring the decisionmaking process closer to the States.



Recently discovered mineral deposits in the Region are being examined and analyzed by U.S.G.S. experts.

A project in Florida to \(\) test new methods of trawling is just one of the ways the CPRC seeks to assist the Region's fishing industry.





Stimulation of international trade serves a variety of purposes within the Region. Promotion of exports can create new markets for producers and processors and help to stabilize the overall economy by contributing toward the balance of payments.

In 1977, the Commission embarked on a multifaceted project designed to encourage new firms to enter export markets and to promote increased international trade by existing export firms. As an initial step toward the achievement of this goal, a study of the Region's exports was undertaken. The study focused primarily on the value of exporting and on the services available to assist an exporter in his efforts to ship goods through international commerce.

A second step toward achievement of the goals in this project was the sponsorship of several international trade seminars. The seminars outlined the basic steps required to export; i.e., financing, transportation, and market development. The audience addressed by the program was composed of new and prospective exporters.

The final phase of the export promotion program has been to influence firms to participate in international trade shows. In this effort, the Commission has provided support to the Southern United States Trade Association (SUSTA) for an agricultural trade show in New Orleans, Louisiana. The Commission's support allowed a number of firms from the five States to participate in the show.

The highlight of the export promotion effort was the sponsor-

ship of an exhibit at the ANUGA World Food Market in Cologne, Germany, in September 1977. In response to this effort, eight companies and one representative association displayed products from the Region. Sales were conducted on the premises and a large number of business contacts were made by the companies. The firms that participated project annual sales of over \$10 million as a direct result of the show.

Based on the success of the Commission's export stimulation efforts, new programs aimed at trade promotion are being developed. The opportunities for economic growth are great. In the five-year period of 1972 to 1976, agricultural exports from the five Regional Commission States increased by approximately 100 percent. The potential for growth of exports is obvious and great.

Improvement of management practices has been and continues to be an important segment of the Agriculture and Forestry Program. Efficient management improves the economy in a variety of ways: resources are utilized more fully; less capital or less labor is required per unit of output; and management has more time to continue improvement of management practices.

Through a grant made by the Commission, Georgia State University is developing a computerized economic model of the Region's forest. The model, when completed, will be used by State and industrial foresters to determine the feasibility of conducting specific management activities. Due to the long-range investments required for

forest practices, often as long as fifty years, such a model is essential to insure that capital resources are put to the best and wisest uses.

The model is being prepared in cooperation with the State Foresters of the five Commission States, the United States Forest Service, and private industry. The model will be ready for use in the summer of 1978.

The Commission has assisted in the establishment of the South Carolina Agri-Development Cooperative. This organization will serve minority farmers who produce farm products primarily for fresh markets. These farmers are generally small operators who have local market outlets and experience difficulty in getting their produce to large markets. The Cooperative will be serving its clientele in the spring of 1978

In North Carolina, efforts have been undertaken to assist in the improvement of the beekeeping industry in that State. The program is being jointly conducted by North Carolina State University and the North Carolina Department of Agriculture. Their efforts are directed at strengthening the marketing ability of the apiarist and to assist in preventing losses of hives to pesticides and predators.

Three States currently have projects that are designed to improve marketing facilities which are available to farmers. Florida and South Carolina are moving toward the establishment of local farmers' markets. In Georgia and South Carolina, efforts are also being directed at improving market facilities for pork producers.

The Agriculture and Forestry Advisory Committee is the key element in the conduct and design of the program's thrust. The individuals that make up this body, give of their time and efforts to insure that projects are undertaken that serve to improve the economic position of the Region's farmers and those engaged in forestry. This Committee is concerned with the long-range improvement of the Region's economy and strives to insure that programs will benefit the Region for years in the future.

An agricultural management team specialist in Virginia is working with this farm couple to improve their management capabilities.

Participation in the ANUGA show was a highlight of the Agriculture and Forestry program in FY 1977 to increase the Region's exports.



In FY 1977, the Environmental Affairs Program continued its efforts to evaluate and analyze the Region's water resource potentials and problem areas. Because of the Commission's need to gain more knowledge about these valuable resources, studies were conducted and forums held to exchange information on such important topics as groundwater research, wastewater treatment, and waste disposal.

The acceleration of groundwater research projects which took place in 1977, has expanded the Region's ability to manage these valuable but declining natural assets. For example, in Virginia, modeling studies of the State's groundwater management areas have proven invaluable tools in providing data in the determination of withdrawal limits. In North Carolina, a cretaceous aquifer study has uncovered much new information regarding the location of large quantities of high quality water which can be attractive to industry and beneficial to local municipalities.

A South Carolina shallow aquifer study is supplying much needed information on groundwater pollution from point and nonpoint sources. A similar study in Georgia has revealed important clues on the quantities of useable water relative to areas of high demand, while a Florida project is currently evaluating the groundwater of selected industrial sites.

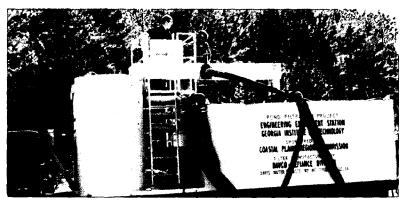
A highly innovative sand filtration project being conducted by the Georgia Tech Research Institute for the Commission is progressing more than satisfactorily to this point. This project is designed to find ways to relieve the demands on waste treatment plants that are now at or near maximum capacity. Proving the practicality of this method of sand filtration could result in the upgrading of overburdened facilities in certain locales in a more economical fashion than presently available.

A major project currently underway in North Carolina, but with regionwide implication, is studying the feasibility of ocean outfalls. This project is providing technical data for the placement of these waste disposal facilities while, at the same time, serving as an environmental assessment guide for this methodology. The study is scheduled for completion during the coming year.

In 1977, the Commission initiated activities for enhancing the flow of communication between

the Coastal Plains States in the area of water resources by establishing the Regional Water Resources Forum. This Forum, which has met twice with areat success, is made up of State and Federal officials concerned with water resources. The Interstate Groundwater Committee, which is a subcommittee of the Forum, is working together to produce a groundwater handbook and status report in the Coastal Plains. This committee is also working toward establishing groundwater training classes for technicians and professionals within the Re-

In FY '78, the Environmental Affairs Program will continue its emphasis on groundwater and wastewater programs. Through this water resources approach, the CPRC is working towards economic growth while offering environmental protection through increased knowledge.



An innovative sand filtration project being tested in Georgia may be the key to solving waste treatment problems in smaller communities.

An Ocean Outfall Feasibility Study in North Carolina can have major implications for the entire Coastal Plains Region.



Where money flows, the economy grows—and an increasing number of dollars is flowing into the Coastal Plains Region in the pockets of people traveling here from other areas for vacations, recreation, or conventions.

Spawned in 1976 as an outgrowth of the Marine Resources Program, the Commission's Travel Industry Development Program launched two major projects in Fiscal 1977 to encourage this flow of job producing dollars and to channel it into all sections of the Nation.

The Tourism Directors of the five States make up an Ad Hoc Advisory Committee for this program. They met in October of 1976 to review the needs and problems of the Region's travel industry. They recommended that the Commission give immediate attention to two opportunities which offered the prospect of producing early and substantial economic benefits for the Region.

These opportunities were related to several of the Region's identified problems in the field of travel. The problems included the need to attract more travelers into the Region, to bring them during seasons of the year when travel facilities were underutilized, to bring them from new areas, and to find effective ways to tap the multitudes of travelers already flowing through the Region on the interstate highways.

To attract more visitors from new places during the slower tourist seasons, the advisors recommended advertising to Canadian tourists. It was decided to launch the campaign during the winter months when the mild weather of the Coastal South offers an appealing contrast to the colder climes of Canada. On the interstate highways, tightening restrictions on

billboard advertising have made it more and more difficult to inform motorists about local tourist attractions and services. To deal with this problem, the advisors recommended production of a promotional brochure to be distributed at motels and restaurants where travelers stop while passing through the CPRC States.

The Commission endorsed both ideas in March of 1977. The projects were contracted and put into execution.

An ad offering a free Coastal South Travel Guide was designed and programed to run in five magazines and ten newspapers in Ontario and Quebec between October 1977 and March 1978. A 32-page travel guide was developed to be sent in response to inquiries from the ads. The guide carries full color pictures and descriptions of travel attractions, destinations, and recreational opportunities in the CPRC counties of all five States. Finally, a results study was planned to determine the effectiveness of the project. The study will be completed after Labor Day next year. It will report on the response to the ads, how many of the respondents made trips to the Region, where they went, what they did, and how much money they spent.

A road map is something every motorist needs, but a good map is becoming hard to find—especially if it's free. For that reason, the CPRC promotional brochure is offered as a free map, showing major roads in the five States. It lists and locates a

dozen or more tourist attractions in each CPRC State. It shows the locations of State-operated highway information stations, and it gives the addresses of the State travel offices. When returning home, travelers may write for information in planning future trips to the Region. One million maps have been printed and will be distributed during the coming year in some 2000 folder racks along the interstate highways leading to and through the Region. They also will be available in Canada to back up the advertising program.

If the two projects are as successful as anticipated, both will be continued next year. Additionally, the Commission has approved a third project for 1978—a study to determine the best new markets for the Region's travel product.

Other projects to strengthen the Region's economy through tourism were underway in each of the States during 1977 and more were approved for Fiscal 1978. These include improvement of boating marinas in Florida, studies for recreational development of lakes in South Carolina and Virginia, improvement of tourist attractions in North Carolina, and promotion of destinations in Georgia.

Off to a strong start, the Travel Industry Development Program promises to become one of the strongest elements in the Commission's successful efforts to build the total economy of the Coastal Plains Region.



Development of the Region's travel industry is rapidly becoming a major Commission program.











The Coastal Plains Regional Commission has been in existence for a relatively short period of time—yet great strides have been made in accelerating the development of the Region and its resources. In a cooperative effort between the States and Federal Government, the Commission has developed and implemented a plan of action for bringing about a significant measure of economic progress for the Region's citizens.

This action-oriented plan represents a balanced approach to increased productivity and higher incomes on the one hand, while seeking to meet contemporary influences and standards for the environment on the other.

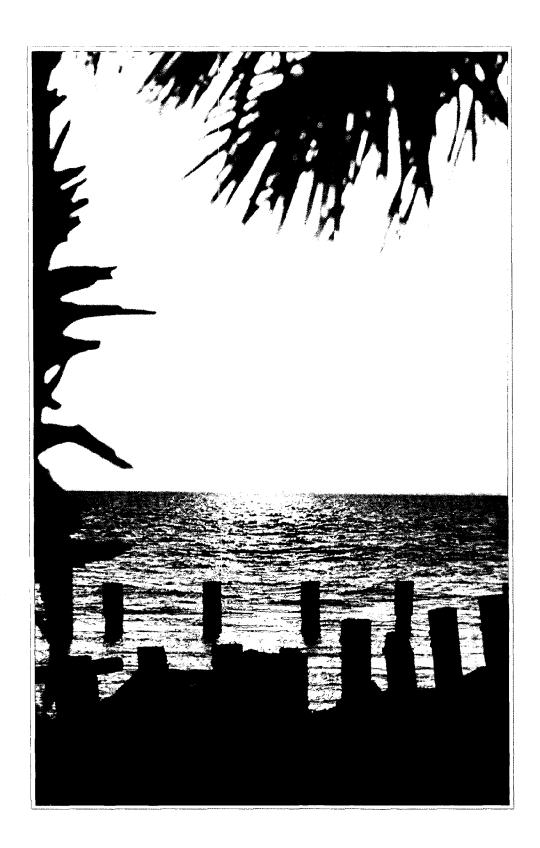
Regionalism has proved to be a sound means for achieving this type of balanced development.

Equally important, the Regional Commission concept has provided a rationale and a vehicle for closer and more meaningful Federal-State collaboration in matters of mutual interest and concern. The CPRC, based on this premise of

intergovernmental partnership, has provided a forum for the exchange of viewpoints of both levels and a platform from which to launch a concerted effort toward working out realistic solutions.

In addition, this partnership has proven to be an excellent and effective means for involving citizen-leaders in this search for solutions to problems affecting the Coastal Plains Region.

From very tenuous beginnings, the CPRC has emerged at the fore-front of development efforts in this vast Region of our Nation. The task ahead is still enormous, but not insurmountable. The Commission pledges itself and its resources to continue active and aggressive regional action planning and economic development in making the goals and objectives a reality.



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Market State Comment

Financial
Pian and
Summary of
Obligations
Fiscal Year
1977

C. Obligations By Programs—1977		D. Grand Total All Obliga	itions—FY 1977	
To Finance The Staff Of The Commission Total	217 S 489	State Development Planning Total	500 —0—	500 \$10.629
B. Administrative Expenses To Finance The Office of the Federal Cochairman	\$ 272	Regional Economic Analysis	60-	6
From Fiscal Year 1976	31 \$ 8,754	Travel Industry Development	847 —0—	847
Program Balance Carried Forward		Environmental Affairs	1,599 1,833	3,432
Federal Appropriations	\$ 8,723	Agriculture & Forestry	1,247 —0—	1,247
A. Total Funds Available	THOUSANDS	Marine Resources	1,870 108	1,978

	PROJECT TYPE		
Programs	505	509	Total
Industrial Development	\$1,532	\$1,087	\$ 2,619

E. Unobligated at the End of FY 1977 1

Technical **Assistance** Program

Section 505 of the Public Works and Economic Development Act of 1965, as amended, authorizes the Commission to expend Technical Assistance funds for planning, research, studies, demonstration projects and other related activities which will evaluate the needs of, and develop the potentialities for economic growth in the Coastal Plains.

Regionwide Projects:

Resources Information Systems	\$ 63,755	Alternative to Chlorine Treatment	80,000
Technical Assistance for Seafood Processors	150,000	Regional Water Resources Forum International Food & Agricultural	15,000
Coastal Plains Center for Marine	150,000	Trade Show	5,500
Development Services Groundwater Status Penert & Handbook	187,500 40,000	Aero-Magnetic Survey	30,000
Groundwater Status Report & Handbook S. C. Shallow Aquifer Study	40,000 77,843	Travel for Export Expansion Project	7,500
5. C. Shanow Aquiter Study	77,513	Economic Model of Forests	65,000
Groundwater Evaluation	220,683	Agriculture Management Development	
Agricultural Management Teams—		Teams	180,000
Virginia	35,000	Tourism Promotion	250,000
Effects on Groundwater in the Coastal Plains Region from		Seafood Marketing Project	100,000
Municipal Lagoons	18,000	Florida Seafood Industrial Park	30,000
Intermediate Technology Demonstration	37.568	Export Information Study Update	3,000
Filtration of Waste Stabilization	21,21	Southern United States Trade	5.50
Pond Effluents	65,108	Association	5,500
Conford to discharged David Africain	70.000	Virginia Agriculture Management	44,184
Seafood Industrial Park—Virginia	30,000	Teams	
Agricultural Management Teams— Florida	36,000	Shallow Acquifer Study	77,843
ANUGA Trade Show	25,000	Waste Stabilization	65,108
Export Marketing Seminars	5.000	Tobacco Harvesting	41,500
Coastal Area Groundwater Data	3,000	Marine Resources Cooperative	
Collection	81,000	Projects	30,000
		Midwest Marketing Promotion	150,000
Visual Promotion Program	350,000	State Planning Grants	500,000
Marine Trade Academy	75,000		\$3,177,592

Technical **Assistance Grants Fiscal Year 1977**

Virginia	
Rural-Urban Transportation Linkage Study	\$ 80,000
Kerr Lake-Lake Gaston Study	45,000
VIMS Building Design & Plan	43,750
Goochland County Market Survey &	
Development Guide	15,000

Southampton County Economic Base Al	nalysis 27,500
Shoreline Erosion Control	81,273
	\$292,523
North Carolina:	
Pitt Technical Physicians Assistance	\$ 50,000
Environmental Education Center	30,000

Clinic Arch. Plan Beekeeping Production & Marketing	35,000 27,500	Georgia:	
International Trade Center	98.750	Food Products Machinery	\$ 55,000
Science and Technology Application	70,750	Mobile Dental Clinic	40,000
Program	98,750	Oyster Restoration	42,500
Feasibility Study of a Port Grain	70,750	Fishing Reefs	40,000
Elevator	18,700	Plains Impact Study	20,000
Operational Plan for a Multi-County	10,700	Georgia Training for Citizen Planners	15,000
Computer Center	33,000	Governor's Intern Program	25,000
N.C. Coastal Zone Management	3,332		\$237,500
Pitt Technical Physicians Assistance	-,		J237,300
Amendment	25,000	Florida:	
	\$420,032	West Florida Craft Guild	\$ 39,000
		Engineering Study, Port of	\$ 37,000
South Carolina:		Pensacola	180,000
Sumter Area Agriculture Project	\$ 15.000	Flagler County Airport Industrial	100,000
S.C. Agri-Development Cooperative	150,000	Site Plan	15,000
S.C. Water Resources Commission	150,000	Suwannee County Industrial Site	13,000
Groundwater Survey	62,500	Plan	16,000
Environmental Estuarine Baseline	186,319	Columbia County Farmers Market and	.0,000
Prawn Mariculture	76,816	Cannery	72,000
Spoleto Festival USA 1977	75,000	St. Johns County Water Supply	45,000
Governor's Intern Program	150,000	Starke Sewer System Evaluation	7.645
Yemassee Industrial Park	33,000	Marion County Air Industrial Park	
Castle Pinckney	15,000	Plan	20,000
Health Conference	5,576	Evaluation of Economic Development	
Little River Master Plan Market	_,	Preparedness	83,400
Study	10,000	Pitch Canker	92,000
American Eel Project	67,322	Apalachicola Bay Shrimper Mooring	.,
Belle Baruch Fish Study in Santee	,	Basin	6,000
Delta	59,865	Business Development Center	123,843
Belle Baruch Fish Study Modification	5,000	Groundwater Contamination Study	40,000
Florence County Farmers Market	5,200	Water Availability, Ft. Walton	-,,,,
Florence County Water & Sewer Plan	30,000	Beach Area	132,000
Patriot Point Development Plan	10,000		\$871,888
	\$956,598		¥071,000

Supplemental Grant Program

The Commission's Supplemental Grants (Section 509) are used to enable the construction of facilities which: (1) are eligible for funding under the criteria of existing Federal grant-in-aid programs, (2) are needed in the Region's growth centers to spur or sustain their economic development, and (3) could not otherwise be built because either the state and local resources are inadequate to meet their "matching" share of the project's cost. The Commission's supplemental grant program during Fiscal Year 1977 made possible the joint financing of a total of thirty-two regionally significant projects in the Coastal Plains. Funds in the amount of \$3,027,411 were provided by the Commission to

complete the financing of the thirty-two projects with a total project cost of \$38,066,183. Eight of the projects are located in North Carolina, five in South Carolina, eight in Georgia and eleven in Virginia.

Federal grant agencies whose basic grants were supplemented were the Department of Health, Education and Welfare, the Department of Commerce (Economic Development Administration), the Farmer's Home Administration and Environmental Protection Agency. The projects and financial participation of the localities, States and Federal agencies are shown in the accompanying tabulation:

Supplemental Grants

Virginia	Amount	Percentage of Eligible Cost	Virginia	Amount	Percentage of Eligible Cost
HALIFAX COUNTY, S. BOST	ON VOCATION	 IAL	MECKLENBURG COUNTY		,,
EDUCATION CONSTRUCTION	NC		VOCATIONAL EDUCATION		
Basic grant-in-aid-HEW	\$1,000,000	26%	CONSTRUCTION		
Supplemental grant-CPRC	100,000	2%	Basic grant-in-aid-HEW	\$ 483,051	20%
State and local funds	2,775,000	72%	Supplemental grant-CPRC	100,000	4%
	\$3.875.000	100%	State and local funds	155,400	6%
	45,675,000	10070	Literary Loan	1,689,903	70%
			-	\$2,428,354	100%

Supplemental Grants

CONTINUED

Virginia	Amount	Percentage of Eligible Cost	North Carolina	Amount	Percent of Eligible Cost
BUCKINGHAM COUNTY			HARTNETT COUNTY WATER	?	
VOCATIONAL EDUCATION			Basic grant-in-aid-FmHA	\$1,500,000	22%
CONSTRUCTION			FmHA Loan	3,564,000	53%
Basic grant-in-aid-HEW	\$ 665,690	45%	Supplemental grant-CPRC	150,000	2%
Supplemental grant-CPRC	75,000	5%	State and local funds	1,521,000	23%_
State and local funds	750,000	50%		\$6,735,000	100%
	\$1,490,690	100%	CLINTON WASTEWATER		
ACCOMACK COUNTY			Basic grant-in-aid-EPA	\$4,290,000	75%
INDUSTRIAL PARK			Supplemental grant-CPRC	84,212	2%
Basic-grant-in-aid-EDA	\$1,099,000	70%	State and local funds	1,345,788	23%_
Supplemental grant-CPRC	100,000	6%		\$5,720,000	100%
State and local funds	371,000	24%_	DUBLIN SEWER		
	\$1,570,000	100%	Basic grant-in-aid-EPA	\$ 255,000	13%
ESSEX COUNTY,			FmHA	210,000	18%
TAPPAHANNOCK WATER			Supplemental grant-CPRC	100,000	35%
SYSTEM			State and local funds	163,200	34%
Basic-grant-in-aid-HUD	\$ 413,716	54%		\$ 728,200	100%
Supplemental grant-CPRC	111,064	14%	BOLIVIA SEWER		
FmHA Loan	236,443	32%	Basic grant-in-aid-FmHA	\$ 52,000	47%
	5 761,223	100%	Supplemental grant-CPRC	28,000	25%
OYSTER WATER BASED			State and local funds	31,350	28%_
REFUGE FACILITY				\$ 111,350	100%
Basic grant-in-aid-USDA	\$ 180,602	50%	GREENE COUNTY WATER		
Supplemental grant-CPRC	107,586	30%	Basic grant-in-aid-FmHA	\$ 869,000	48%
State and local funds	73,016	20%	FmHA Loan	727,500	40%
	\$ 361,204	100%	Supplemental grant-CPRC	100,000	6%
PORTSMOUTH WATER		, • • • • • • • • • • • • • • • • • • •	State and local funds	112,000	6%
DISTRIBUTION				\$1,808,500	100%
IMPROVEMENTS			LEWISTON-WOODVILLE		
Basic grant-in-aid-HUD	s —0—		WATER & SEWER		
Supplemental grant-CPRC	50,000	20%	Basic grant-in-aid-FmHA	\$ 115,000	33%
State and local funds	202,000	80%	FmHA Loan	147,500	42%
	\$ 252,000	100%	Supplemental grant-CPRC	87,500	25%_
PAUL D. CAMP	232,000		·	\$ 350,000	100%
VOCATIONAL EDUCATION			TYRELL COUNTY WATER		
Basic grant-in-aid-HEW	s0- 		SYSTEM	4 0772 000	400/
Supplemental grant-CPRC	13,349	80%	Basic grant-in-aid-FmHA	\$ 873,000	48%
State and local funds	3,338	20%	Supplemental grant-CPRC	350,000	19%
	\$ 16,687	100%	State and local funds	596,445	33%
J. SARGEANT REYNOLDS	10,007	10070	ALALIEAV COLINER	\$1,819,445	100%
VOCATIONAL EDUCATION			HALIFAX COUNTY		
Basic grant-in-aid-HEW	\$ —0—		INDUSTRIAL WATER SUPPLY	\$1,082,500	45%
Supplemental grant-CPRC	s 10,360	80%	Basic-grant-in-aid-EDA	235,000	10%
State and local funds	2,550	20%	Supplemental grant-CPRC State and local funds	1,082,500	45%
state and rocal farias	\$ 12,910	100%	State and local funds		100%
DADDALIANINIOCK	3 12,710	10070		\$2,400,000	100%
RAPPAHANNOCK COMMUNITY COLLEGE					
			South Carolina		Percentage of
VOCATIONAL EDUCATION Basic grant-in-aid-HEW	\$ —0—			Amount	Eligible Cost
Supplemental grant-CPRC	12,840	80%	AIKEN TECHNICAL COLLEC	SE EXPANSION	1
State and local funds	3,220	20%	Basic grant-in-aid-EDA	\$1,700,000	52%
State and local fullus			Supplemental grant-CPRC	100,000	3%
	\$ 16,060	100%	State and local funds	1,468,000	45%
				\$3,268,000	100%
			FLORENCE VOCATIONAL E		
			Basic grant-in-aid-HEW	\$0-	11 1/1
			Supplemental grant-CPRC	200,000	34%
			State and local funds	383,317	66%
			state and rocal farios	503,317	100%

100%

\$ 583,317

Supplemental Grants

CONTINUED

South Carolina	Amount	Percentage of Eligible Cost	Georgia	Amount	Percentage of Eligible Cost
TOWN OF MONETTA			CLINCH COUNTY		
Basic grant-in-aid-HUD	\$ 96,650	50%	INDUSTRIAL PARK		
FmHA	30,000	16%	Basic grant-in-aid-EDA	\$ 240,000	60%
FmHA Loan	30,350	16%	Supplemental grant-CPRC	80,000	20%
Supplemental grant-CPRC	35,000	18%	State and local funds	80,000	20%
	\$ 192,000	100%		\$ 400,000	100%
MONCKS CORNER WATER			Darien industrial Park		
& SEWER			Basic grant-in-aid-FmHA	\$ 392,000	34%
Basic grant-in-aid-FmHA	\$ —0—		FmHA Loan	735,000	63%
Supplemental grant-CPRC	40,700	80%	Supplemental grant-CPRC	40,000	3%
State and local funds	10,200	20%		\$1,167,000	100%
	\$ 50,900	100%	BARNESVILLE INDUSTRIAL		
CITY OF UNION			PARK		
Basic grant-in-aid-FmHA	\$ 69,300	35%	Basic grant-in-aid-FmHA	\$ 150,000	31%
Supplemental grant-CPRC	69,300	35%	Supplemental grant-CPRC	100,000	21%
State and local funds	30,000	15%	State and local funds	227,490	48%
Wambel, Inc.	30,000	15%_		\$ 477,490	100%
	\$ 198,600	100%	GRANITE LAB, ELBERT	,	•
			COUNTY H.S.		
Georgia		Percent of	Basic grant-in-aid-HEW	\$ 20,000	15%
	Amount	Eligible Cost	Supplemental grant-CPRC	32,500	25%
PLAINS WATER & SEWER			State and local funds	77,500	60%
Basic grant-in-aid-FmHA	\$ 325,000	41%		\$ 130,000	100%
Supplemental grant-CPRC	22,000	3%		•	
State and local funds	440,000	56%	FT. VALLEY TORNADO		
	\$ 787,000	100%	RENOVATION		
AMERICUS VOCATIONAL			Basic grant-in-aid-EDA	\$0	
SCHOOL			Supplemental grant-CPRC	293,000	75%
Basic grant-in-aid-HEW	\$ 30,000	35%	State and local funds	98,000	25%_
Supplemental grant-CPRC	30,000	35%		\$ 391,000	100%
State and local funds	26,000	30%			
	\$ 86,000	100%			
EASTMAN INDUSTRIAL PAR	K				
Basic grant-in-aid-EDA	\$ 90,000	60%			
Supplemental grant-CPRC	30,000	20%			
State and local funds	30,000	20%			

Grants—Fiscal **Year 1977**

Demonstration Demonstration Grant authority is used to construct facilities which: (1) are needed for regional economic development and (2) are not eligible for assistance under any existing Federal grant-in-aid program. The Commission's share of such a project may run as high as 100 percent of its cost.

In Fiscal Year 1977, the Commission used its Demonstration Grant authority to fund eighteen projects. Total grants by the Coastal Plains Regional Commission amounted to \$1,876,948.

King George County	, Virginia	
SHELL BUILDINGS CPRC Grant-in-aid Local	\$ 157,300 28,700	
Total Project Cost		\$ 186,000
Accomack County, V	'irginia	
SHORELINE EROSION CONTROL CPRC Grant-in-aid Total Project Cost	\$ 81,273	\$ 81,273

Gloucester County, Virginia				
SANITARY WATER SUPP CPRC Grant-in-aid Local	LY SYSTEM \$ 219,725 357,075			
Total Project Cost		\$ 576,800		
Beaufort County, N	orth Carolina	1		
N.C. ARTS CENTER CPRC Grant-in-aid Local HUD Total Project Cost	\$ 77,720 144,87 48,87	1		

Demonstration Grants—Fiscal Year 1977

CONTINUED

Charleston County, South Carolina			Pulaski County, Georgia		
BREACH INLET FISHING CATWALK CPRC Grant-in-aid State Total Project Cost	s 36,400 1,200	\$ 37,600	HAWKINSVILLE TRAINING FACILITY CPRC Grant-in-aid Local Total Project Cost	\$ 150,000 64,286	\$ 214,286
Dorchester County, South Carolina			Stewart County, Georgia		
AZALEA PARK CPRC Grant-in-aid Local Total Project Cost	\$ 50,000 17,904	\$ 67,904	WESTVILLE HISTORIC HANDICRAFTS CPRC Grant-in-aid Local	\$ 40,000 10,000	
Orangeburg County,	South Carolina		Total Project Cost	······································	\$ 50,000
EXHIBITION BUILDING			Gainesville, Florida		
CPRC Grant-in-aid County Fair Association Total Project Cost	\$ 75,000 15,000 1,000	\$ 91,000	DEMONSTRATION OF BEAM TRAWL CPRC Grant-in-aid Total Project Cost	\$ 50,000	\$ 50,000
			-		3 30,000
Richland County, Sou FIELD IRRIGATION CPRC Grant-in-aid S.C. Land Resources	\$ 95,000		AIRPORT SOLAR SYSTEM CPRC Grant-in-aid Local Total Project Cost	\$ 150,000 630,000	\$ 780,000
Commission Local	3,167 7,388		Leon County, Florida		
Total Project Cost		\$ 105,555	LAKE JACKSON		
Sumter County, South Carolina		INDUSTRIAL WATER CPRC Grant-in-aid FmHA	\$ 100,000 1,300,000		
SUMTER AREA EXHIBITION CENTER			Total Project Cost		\$1,400,000
CPRC Grant-in-aid EDA	\$ 50,000 1,020,000		Quincy, Florida		
Local Total Project Cost	230,000	\$1,300,000	WEST FLORIDA CRAFT GUILD CPRC Grant-in-aid	\$ 39,000	
Brooks County, Geor	gla		Tuition	4,000	\$ 43,000
PORK PROMOTION CPRC Grant-in-aid Local	\$ 80,000 34,700		St. Johns County, Flor	rlda	3 T3,000
Total Project Cost	31,700	\$ 114,700	ST. AUGUSTINE		
Bryan County, Georgia		YACHT PIER CPRC Grant-in-aid	\$ 125,524		
BRYAN COUNTY FISHERMAN'S DEMONSTRATION CPRC Grant-in-aid Co-op Members	\$ 300,000 264,000		Local Total Project Cost	36,955	\$ 162,479
Total Project Cost		\$ 564,000			

Organization of The Coastal Plains Regional Commission December 1977

Commission Members

DR. CLAUD ANDERSON, Federal Cochairman GOVERNOR MILLS E. GODWIN, JR. of Virginia GOVERNOR JAMES B. HUNT, JR. of North Carolina, State Cochairman 1977 GOVERNOR JAMES B. EDWARDS of South Carolina GOVERNOR GEORGE D. BUSBEE of Georgia GOVERNOR REUBEN O'D. ASKEW of Florida

State Alternates

Virginia: MAURICE B. ROWE North Carolina: JOSEPH W. GRIMSLEY South Carolina: HAROLD E. TRASK, JR. Georgia: R. WAYNE HAISTEN Florida: WALLACE W. HENDERSON

State Coordinators

Virginia: LYNN CURREY North Carolina: WILLIAM B. PITTMAN South Carolina: ARCHIE L. TODD Georgia: JOHN F. OVERSTREET Florida:GREGORY L. HIGGINS

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